

## NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3<sup>rd</sup> Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347-754-4157 and enter PIN: 382 008 665# when prompted. (Your microphone may be muted automatically)

City of Evansville **Economic Development Committee**  
Regular Meeting  
31 S Madison, Evansville, WI 53536  
Monday, October 18, 2021, 6:00 p.m.

## AGENDA

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the September 20, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
8. Old Business
  - A. Updates of Gold Shovel Certification Submittal and Marketing Plan for Parcel 6-27-1150
9. Other Business
  - A. Review and Motion to Recommend 2022 Committee Goals
10. Next Meeting Dates: November 21, 2021 at 6:00 pm
11. Motion to Adjourn

*-James Brooks, EDC Chair*



These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**  
**Monday, September 20, 2021, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

**1. Call to Order** Brooks called meeting to order at 6:01pm

**2. Roll Call:**

	<u>Present/Absent</u>	<u>Others Present</u>
Chair James Brooks	P	City Administrator Jason Sergeant
Ben Ladick	P	Christina Slaback, Executive Director, Evansville Area Chamber of Commerce and Tourism
Vacant	-	
Jason Knott	P	
Abbey Barnes	A	
Sue Berg	P	
Brandon Rutz	P	

**3. Motion to Approve Agenda by Ladick, seconded by Berg, approved unanimously.**

**4. Motion to waive the reading of the minutes of the July 19, 2021 meeting and approve them as printed by Ladick, seconded by Berg, approved unanimously.**

**5. Civility Reminder** Brooks reminded the committee of the City’s commitments to civil discourse.

**6. Citizen Appearances, other than listed agenda items.** None

**7. Monthly Report**

**A. Community Development Updates.** Sergeant shared his report.

**B. Chamber of Commerce Report** – Slaback shared available properties database is awaiting action at the county. Ladies Night Out and Tourism Ads are both moving forward.

**C. Tourism Commission Report:** Berg shared recent updates including looking at a DOA Grant for Event Venues and Nancy Nelson is making progress on murals, submitting a grant application. Brooks shared Feb 26<sup>th</sup> is Chili Cookoff at Creekside and Knott shared Spring Musical will occur in spring of 2022 at High School.

**8. New Business**

**A. Discussion and Updates on ARPA Revenues (placeholder)** No discussion

**9. Other Business.**

**A. Review and Motion to Recommend 2022 Budget and Committee Goals.** Committee discussed budget and goals and reached a consensus that the budget proposal will move forward and goals will be discussed again next month. *Motion to Recommend 2022 Budget by Berg, seconded by Ladick, approved unanimously.*

**B. Discussion and Motion to Recommend Gold Shovel Certification Submittal for Parcel 6-27-1150.** *Motion by Ladick, seconded by Knott, approved unanimously with Rutz abstaining.*

**10. Next Meeting Dates: October 18, 2021 at 6:00pm**

**11. Closed session: Motion that the Economic Development Committee convene in closed session pursuant to Sec. 19.85(1)(e) of the Wis. Stats Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. Upon completion the Economic Development Committee will not reconvene in open session.**



# Community Development Updates

October 18, 2021 Jason Sergeant, Acting Community Development Director

## Recent and ongoing community development activities:

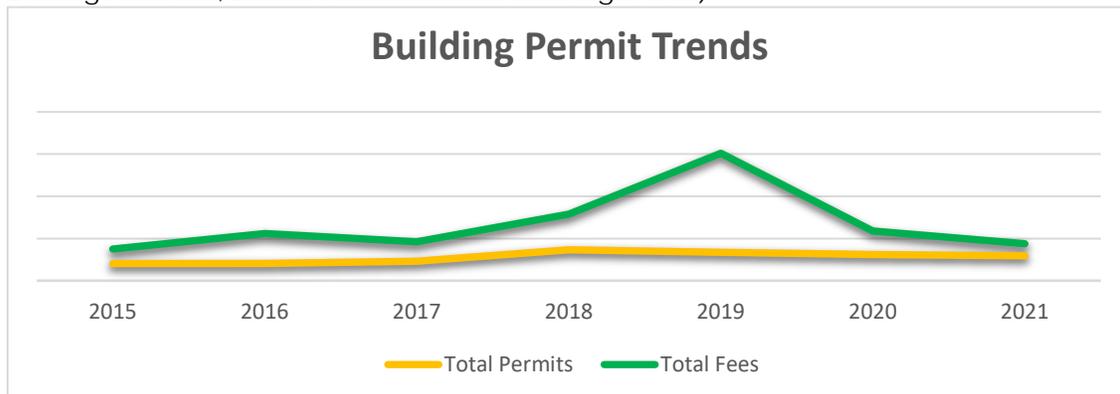
- Gold Shovel has been submitted for review by MadREP.
- An offer has been made and contract accepted for a new Community Development Director, starting in November
- Discussions continue with multiple site selectors

## Plan Commission Updates:

- Approved a land division at the site of the future Dollar General
- Approved a subdivision replat in Stonewood Grove
- Approved a subdivision replat in Westfield Meadows.

## Other Updates:

- **West Side Park, Aquatic Center and Splashpad:** MSA Professional Services is planning for a public meeting this month. Baker street is scheduling interviews for feasibility study.
- **Building Permit Updates:**
  - 2021 Total to date: 295 permits and \$44,043.05 in collected permit fees
  - 2020 Totals: 310 permits and \$59,764 in collected permit fees
  - 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
  - 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
  - 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
  - 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)



## 2021 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Business Retention Efforts
- B. Increase Communications Efforts
- C. Investigate, facilitate, and offer assistance
- D. Continue to build resources for future development and business expansion.

### Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on promoted website. (B)
- Complete Gold Shovel certification for city 12-acre site w/ development timeline. (D)
- Get assistance for staff BRE visits and economic development marketing efforts (A)
- Identify preferred uses and concepts for city owned sites. (D)
- Build-out website to contain "business resource database." (D)
  - Educational discussion on Incentives and regional partners (C)

**City of Evansville**  
**Evansville Tourism Commission**  
**October 2021 Summary Submitted by Sue Berg**

The Evansville Tourism Commission will meet October 14. This summary was submitted prior to the meeting.

In progress:

Evansville Fund received grant applications from Jim Brooks on behalf of the holiday lights project and Nancy Nelson on behalf of the community murals project.

The third and final social media campaign for 2021 will launch soon and support local lodging.

The 2022 Rock County tourism guide is in development. Sue Berg will be collecting Evansville event information for submission.

Potential upcoming events that may attract visitors are:

- a. November 19-20 Olde Fashioned Christmas
- b. February 26 Chili Cookoff

Next meeting dates for the Evansville Tourism Commission are October 14 and December 9.



## 2022 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Business Retention Efforts**
- B. Increase Business Recruitment Efforts**
- C. Consolidate Economic Development Efforts**

### Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on a promoted website. (A)
- Expand frequency and number of assisted BRE visits (A)
- Expand economic development marketing efforts (A)
  
- Build-out website to contain “business resource database.” (B)
- Create and Implement Marketing Plan for Gold Shovel (B)
- Update Available Properties Database annually (B)
- Build out “Site Selector Resource Database” (B)
  
- Educational discussions on Incentives and regional partners (C)
- “Economic Development 101” Strategy Session with EDC (C)
- Support Comprehensive Plan Amendment (C)
- Identify preferred uses and concepts for city owned sites. (C)
- Understand economic development opportunities with West Side Park and pool, as well as re-purposed park buildings (C)

### Economic Development Budget

<b>Account Numbers</b>	<b>Account Titles</b>	<b>Account Details</b>	<b>2021 Budget</b>	<b>2021 Actual</b>	<b>2022 Proposed</b>
10-56820-210	<b>Professional Services</b>	Gold Shovel	<b>\$4,500</b>	\$1,173	<b>\$4,500</b>
		Engineering			
		Recruitment Services			
10-56820-300	<b>Economic Development Expenses</b>	Avail. Prop. Database - \$3,000	<b>\$5,900</b>	\$32	<b>\$5,900</b>
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	<b>Membership Dues</b>	Connect Communities- \$200	<b>\$3,000</b>	\$2,500	<b>\$3,000</b>
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	<b>Plan Implementation</b>	Smart and Other Plan Goals	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-410	<b>Economic Development Marketing</b>	Chamber of Commerce Community Guide - \$1,000	<b>\$1,000</b>	-	<b>\$5,000</b>
		Local Business Marketing			
10-56820-420	<b>Print Materials</b>	Signage, Profile Sheets, etc.	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-720	<b>BIG</b>	Building Improvement Grants	<b>\$3,000</b>	\$2,000	<b>\$3,000</b>
		<b>Total</b>	<b>\$19,400</b>	\$2,500	<b>\$23,400</b>

